

To: "Jennifer Feikin" <jfeikin@google.com>  
From: "David Eun" <deun@google.com>  
Cc: "Peter Chane" <peterch@google.com>  
Bcc:  
Received Date: 2006-05-04 19:20:40 CST  
Subject: Re: deck draft

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Here you go, Jennifer.

On 5/4/06, Jennifer Feikin <jfeikin@google.com> wrote:

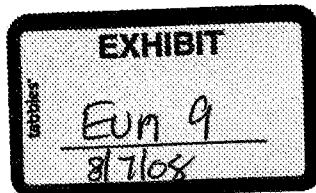
>  
> peter, i can't pull this up from VPN. I'm going to the airport right  
> now...any way you can send as a powerpoint??? like, now?  
>  
>  
> On 5/4/06, Peter Chane <peterch@google.com> wrote:  
>>  
>>  
http://www.corp.google.com/~peterch/Video\_Rod\_EricS.ppt<http://www.corp.google.com/%7Epeterch/Video\_Rod\_EricS.ppt>  
>>  
>> P,  
>>  
>> --  
>> Peter Chane  
>> peterch@google.com  
>> Group Business Product Manager  
>> Google Video | http://video.google.com  
>>  
>  
>

~  
David Eun  
NY: 212-589-8070  
MV: 650-253-1993

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Attachments:

Video\_Rod\_EricS.ppt



# Google Video

Presented by:  
Peter Chane

Not yet approved by:  
Susan Wojcicki

Contributors:

Peter Chane, Nikhil Bhatia, Jeremy Doig, Rod Chavez, Grace Webber, Jennifer Feikin,  
David Eun, Glenn Otis Brown, Hunter Walk, Cliff Samaniego, Bhairu Narasimham

5/11/06

## Topics discussed at this GPS

- » Discuss competitive position vs YouTube and MySpace Video
- » Discuss our plan to increase our growth to match and surpass competitors
- » Discuss our long term plan to win in video

## Specific tasks

- » Approve a policy change
- » Increase engineering staffing in key areas

## Leading video services today

Todo: Normalize revenue  
assume 30% profit margin

	Launch date	Daily uploads	Index size (as of 5/2/06)	Daily playbacks	Revenue
iTunes	10/2005 (video)	Zero	<1k	100k/day (video sales)	\$1.5M/wk video sales + \$1.7B iPod revenue(q1'06)
Google Video	9/2005 (flash playback)	5,000	810,000	11M	About \$0
Myspace Video	1/2006 (video)	30,000	2,020,982	Est 30-40M	Untargeted banner ads
YouTube	2/2005	23,000	3,291,001	Est 30-40M	\$4K-8K/day (Adsense in Jan + est. YPN/Adbrite)

New competitor just launched on 4/25: Brightcove - focusing on video production tools and content syndication network; 1k publishers signed up as of 5/1/06; syndication deal with AOL



## Mark items at risk w/o more staffing

### Q2 OKRs and supporting releases

Q2 OKR:  
20k uploads a day  
instantly live

Q2 OKR:  
Ship custom home  
page, ratings, tags

Q2 OKR:  
5M playbacks from  
embedded video player

#### Q2 releases:

- HTML upload
- Instant Live
- Launch upload and playback in UK, FR, DE, ES, NL, and IT, AU, Canada
- Put Upload link on every page

#### Q2 releases:

- New home page with custom sections
- Open ratings (no login required)
- Open tagging (no login required)
- Open comments (no login required)

#### Q2 releases:

- One-click posting of video to Blogger and leading blog sites; looking into MySpace hack
- Allow any site to include a Google content "bundle" on their site (e.g. top 10, Google Picks, top videos in a genre)

Q2 releases:  
HTML upload +  
Instant Live  
Increase usage of  
Send-to-a-friend link  
Launch upload and  
playback in UK, FR,  
DE, ES, NL, and IT,  
AU, Canada

Q2 releases:  
ads test (make some  
paid content free  
with ads)

#### Other things we're doing in q2:

- Improved Ops tools
- The Breakup movie promo
- Adding DTO content from Viacom (MTV, Nickelodeon includes South Park)
- NBA Finals content promotion (in progress now)
- How to post video to MySpace instructions page

Q2 OKR:  
30M daily playbacks

Q2 releases:  
HTML upload +  
Instant Live  
Increase usage of  
Send-to-a-friend link  
Launch upload and  
playback in UK, FR,  
DE, ES, NL, and IT,  
AU, Canada

Q2 releases:  
ads test (make some  
paid content free  
with ads)

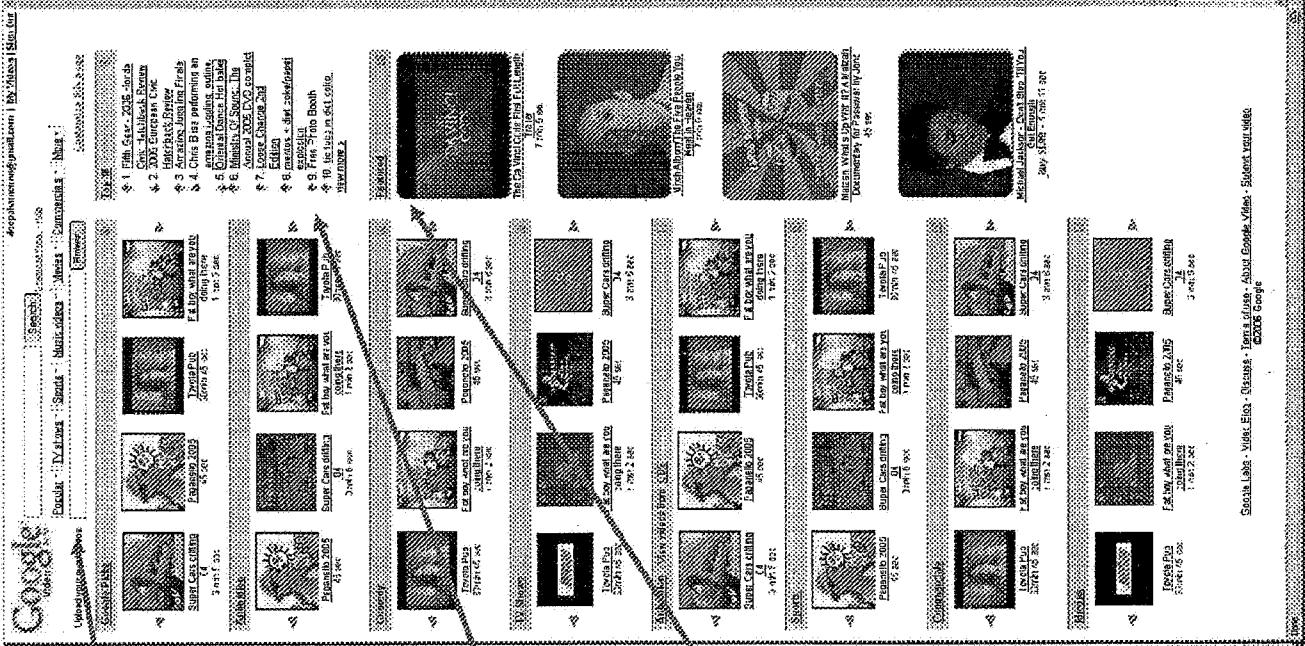
Q2 releases:  
Top 100 page  
RSS feeds  
Alerts

Q2 releases:  
Mac Player

Onebox 1% test



# New home page (Q2 deliverable)



# HTML upload + Instant Live (Q2 deliverable)

The screenshot shows a Google form interface with the following fields:

- Title**: Please fill in the video information
- Description**: Please do not use this field unless otherwise instructed. You should try to keep it short.
- Tags**: (Optional) Add tags to your video. A comma separated list of words. This will help others find your video.
- Comments**: (Optional) Add comments to your video.
- Language**: English
- Where was the video shot?**: United States
- Enter specific city or address**: (This field is optional)
- I agree to the [Terms and Conditions](#)**:
- Upload video**: (Large red button)

Below the form, there is a preview area showing a thumbnail of the uploaded video and playback controls.

Step 1:  
Upload file and enter  
metadata

- Step 2:  
Wait for upload and transcoding  
(10 meg file over 96kbps upstream  
DSL will take 14 mins to upload)
- Step 3:  
Watch now and share with  
friends  
(Video should be live about  
1 min after upload finishes)\*

\* Larger files and some codecs will take longer, we're testing



## Google Video integration with blogging sites (Q2 deliverable)

Mockup will be  
inserted by GPC

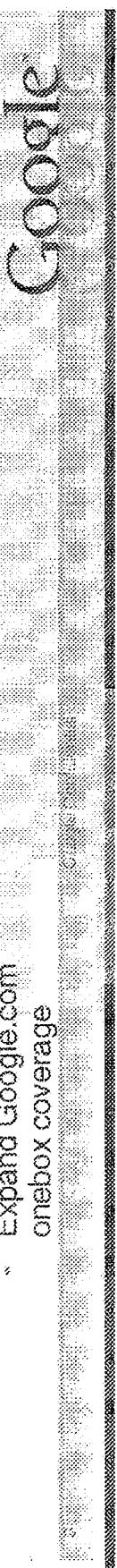
Google

## Q3 (not yet prioritized)

- Personalized home page
- Better browse and new category pages
  - Programs for Music videos, ads, video games, movie trailers
  - Web content (rss and web crawl)
  - Google.com integration
  - User created sharable playlists
  - Better search quality
  - Zeitgeist
- Monetization
  - Release of v1 ads on Google Video
- Distribution

## Q4

- My Videos - what I watched/mailed/rated/ commented/recommendations
- Send this page on video search results
- Send to GV from a cell phone
  - Music videos, ads, video games, movie trailers
- Orkut/Lighthouse integration; video as a service
- Other top lists
- STT integration
- Monetize more types of content; Ads quality improvements
- Custom player
- Adsense FE integration
- Blacklist, whitelist
- 50 more languages
- Expand Google.com Onebox coverage



## Google Video as a platform to Orkut and Lighthouse

- Jeremy's layer cake slide goes here

Google